

ORDER



Orders
Order / Rev: 187133
Alt Order #:
Product Desc: NRCC IE
Estimate: 3435 Sked 2
Flight Dates: 10/30/12 - 11/06/12
Original Date / Rev: 10/17/12 / 10/17/12
Order Type: GENERAL

KMGH

Primary AE: David Lombardo
Sales Office: EWSDC
Sales Region: NAT

Agency Name: National Media Research Planning & F
Buying Contact:
Billing Contact:
 815 Slater Lane
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Issue/NRCC IE
Demographic: A25-54
Product Codes: PL23-Issue/Prop
Priority: P2
Revenue Codes: POL, POL, ISS

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	54	\$51,950.00	\$44,157.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	54	\$51,950.00	\$44,157.50	0.00
Totals	54	\$51,950.00	\$44,157.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
David Lombardo			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KMGH	10/30/12	11/06/12	7News at 5AM 7News at 5AM	CA	5AM-530AM	11-1---	:30	3	\$400.00	P3	0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- 1- 1---		2				\$400.00		0.00			
		Week: 11/05/12	11/11/12	11-----		2				\$400.00		0.00			
N 2	KMGH	10/31/12	11/06/12	GMA M-F 7-9A / KMGH CA GMA M-F 7-9A	CA	7A-9A	111-1--	:30	4	\$850.00	P3	0.00	NM	4	\$3,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-- 1- 1--		2				\$850.00		0.00			
		Week: 11/05/12	11/11/12	11-----		2				\$850.00		0.00			
N 3	KMGH	11/03/12	11/03/12	7-9a Sat Morning News CA 7-9a Sat Morning News	CA	7A-9A	-----S-	:30	1	\$650.00	P2	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1				\$650.00		0.00			
N 4	KMGH	11/04/12	11/04/12	ABC GMA SUN GMA SUN	CA	Sun GMA 6A-7A	-----S	:30	2	\$300.00	P1	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		2				\$300.00		0.00			
N 5	KMGH	11/04/12	11/04/12	7A-8A SUN MORN NEWS CA 7A-8A SUN MORN NEWS	CA	7A-8A	-----S	:30	2	\$350.00	P3	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		2				\$350.00		0.00			
N 6	KMGH	10/30/12	11/05/12	9a-930a Right This Minute CA 9a-930a Right This Minute	CA	9a-930a	1111---	:30	4	\$500.00	P2	0.00	NM	4	\$2,000.00

KMGH

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 6	KMGH	10/30/12	11/05/12	9a-930a Right This Minute 9a-930a Right This Minute	CA	9a-930a	1111---	:30	4	\$500.00	P2	0.00	NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- 111---		3				\$500.00		0.00			
		Week: 11/05/12	11/11/12	1-----		1				\$500.00		0.00			
N 7	KMGH	11/02/12	11/02/12	Mile High Living Mile High Living	CA	9a-930a	----1--	:30	1	\$500.00	P2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----1--		1				\$500.00		0.00			
N 8	KMGH	10/30/12	11/05/12	930a-10 Right This Minute 930a-10 Right This Minute	CA	930a-10a	11111--	:30	5	\$500.00	P2	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- 1111--		4				\$500.00		0.00			
		Week: 11/05/12	11/11/12	1-----		1				\$500.00		0.00			
N 9	KMGH	10/30/12	11/02/12	11A-12P News/KMGH 11A-12P News	CA	11A-12P	- 1111--	:30	4	\$800.00	P1	0.00	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- 1111--		4				\$800.00		0.00			
N 10	KMGH	10/30/12	11/05/12	M-F 2-230pm M-F 2-230pm	CA	2-230pm	11111--	:30	5	\$500.00	P2	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- 1111--		4				\$500.00		0.00			
		Week: 11/05/12	11/11/12	1-----		1				\$500.00		0.00			
N 11	KMGH	10/30/12	11/05/12	M-F 230-3pm M-F 230-3pm	CA	230-3p	11111--	:30	5	\$500.00	P2	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- 1111--		4				\$500.00		0.00			
		Week: 11/05/12	11/11/12	1-----		1				\$500.00		0.00			
N 12	KMGH	10/30/12	11/05/12	5-530P News M-F/KMGH 5-530P News	CA	5P-530P	11111--	:30	5	\$1,400.00	P2	0.00	NM	5	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- 1111--		4				\$1,400.00		0.00			
		Week: 11/05/12	11/11/12	1-----		1				\$1,400.00		0.00			
N 13	KMGH	11/03/12	11/03/12	5-6p News Saturday 5pm News Saturday	CA	5P-6p	-----S-	:30	1	\$800.00	P2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1				\$800.00		0.00			
N 14	KMGH	11/04/12	11/04/12	5pm News Sunday 5pm News Sun Local News	CA	5P-6P	-----S	:30	1	\$1,000.00	P2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1				\$1,000.00		0.00			
N 15	KMGH	10/30/12	11/05/12	6p-630p JEOPARDY (M-F) 6P-630P JEOPARDY (M-F)	CA	6P-630P	111-1--	:30	4	\$4,000.00	P1	0.00	NM	4	\$16,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- 11-1--		3				\$4,000.00		0.00			
		Week: 11/05/12	11/11/12	1-----		1				\$4,000.00		0.00			
N 16	KMGH	11/03/12	11/03/12	ABC College FB - PrimeTime Live ABC College FB - Prime/PA	CA	6P-930P	-----S-	:30	1	\$5,000.00	P2	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1				\$5,000.00		0.00			
N 17	KMGH	10/30/12	11/05/12	Jimmy Kimmel Jimmy Kimmel	CA	11:03P-12:07A	11111--	:30	5	\$400.00	P2	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- 1111--		4				\$400.00		0.00			
		Week: 11/05/12	11/11/12	1-----		1				\$400.00		0.00			
													Totals	54	\$51,950.00